SERVING THE TOTAL FOODSERVICE INDUSTRY

DECEMBER 18, 1991

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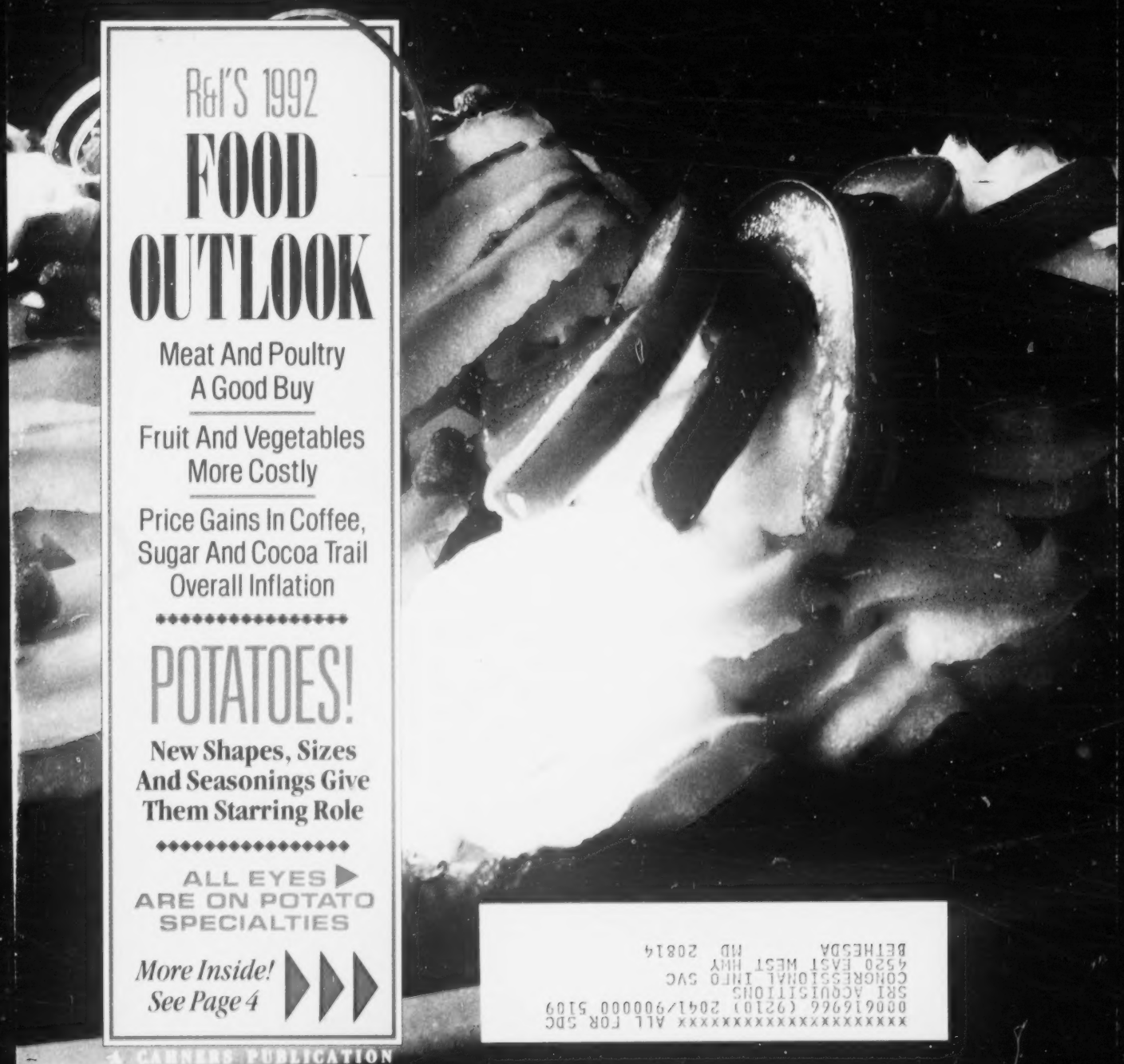

R&I'S 1992

FOOD OUTLOOK

Meat And Poultry A Good Buy

Fruit And Vegetables More Costly

Price Gains In Coffee, Sugar And Cocoa Trail Overall Inflation

POTATOES!

New Shapes, Sizes And Seasonings Give Them Starring Role

ALL EYES ▶ ARE ON POTATO SPECIALTIES

More Inside! See Page 4

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DEC. 18, 1991

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40 R&I EXCLUSIVE: FOOD-COST AND SUPPLY OUTLOOK

What's in store this year for prices of fruit and vegetables, seafood, meats and poultry? Here are projections from the experts—analysts and industry executives. News of the effects of insect infestations in California is softened by the expectation of increased poultry and meat supplies, and possible lowering of prices for those food categories. Our special report looks at the commodities one by one so that menu planners can adjust purchasing plans.

75 BARBECUE IS TURNING UP EVERYWHERE

According to *R&I*'s Menu Census, barbecued ribs—beef and pork—and chicken are top good sellers in both commercial and institutional markets. One reason for the growing sales: new rotisseries that not only roast to mouthwatering tenderness, but also market the sizzling products effectively. Purchasing pointers are included.

92 ON THE COVER: NEW DUDS FOR SPUDS

Potatoes make their own stylish statements, whether in their own jackets or spiced and seasoned to add extra flavor to entrees. When baked and restuffed, as shown on our cover, they can stand alone as an entree. Signature potato presentations are earning sales and repeat business as customers discover that the humble potato, when dressed up, now stars on menus. Recipes include Fancy Potato Salad and Whipped Basil Potato Cups.

106 SEASON'S GREETINGS FROM THE SPICE RACK

Today's big spice trade is in the wide variety of blends, dry and liquid, all formulated for professionals catering to the public's increasing concern for health and diet. Our "spice rack" holds seasonings for ethnic and regional recipes, and spice and herb blends that can take the place of sodium- and calorie-laden recipe ingredients.

R&I EXCLUSIVE: Produce supplies down, prices up . . . Page 40

R&I REPORT

MARKETING

TACO BELL MAKES A RUN AT INSTITUTIONS, CONTRACT FEEDERS

Thanks to a successful test at the University of California-Los Angeles at Irvine, Taco Bell plans to start moving express kiosks, mobile carts and downsized equipment to get its products into contracted and self-operated institutional settings.

The Irvine, Calif.-based chain will start with an undisclosed number of Marriott Management Services clients. Under the agreement, Marriott will become a Taco Bell licensee in many of its 3,200 business, educational and health-care operations. Terms of the contract were not disclosed, but Taco Bell has said it prefers to charge a licensing fee of 10% of sales for the satellite units rather than franchise them.

The top quick-service Mexican chain began testing a kiosk in late 1990 in a food court at the UCLA-Irvine campus. The kiosk now accounts for $300,000 in annual sales—about a third of the school's food-court sales volume. Other satellite stations have been tested in Los Angeles' Dodger Stadium and in Minneapolis Airport—both foodservice accounts managed by Marriott—and on three college campuses fed by ARAServ.

Menus will vary by site at the Marriott units, but all will feature tacos and burritos at prices comparable to the chain's 59-, 79- and 99-cent value menu.

Taco Bell expects its strong brand—it holds a 70% share of the quick-service Mexican market—to attract enough institutional operators to help the 3,500-unit company hit 10,000 stores by the decade's end. The chain is actively seeking entry to other nontraditional operations. For the last year, Taco Bell has been rumored to be negotiating with a domestic airline or air foodservice company.

This move to the nontraditional market ties Taco Bell to fellow PepsiCo company Pizza Hut, which has successfully broken out of free-standing restaurants to become a self-styled "pizza distribution company."

In other Taco Bell news, the company has brought value-pricing to the early hours with a new breakfast menu. In October, 200 Los Angeles units began opening at 6 a.m. instead of 10 a.m. and offering four breakfast burritos filled with different potato, egg, sausage and salsa combos for 39 cents to 79 cents. The new menu, available until 10:30 a.m., also lists a muffin sandwich (99 cents), hash browns (39 cents), and caramel rolls (59 cents).

McDonald's, the company's major competitor in Southern California fast-food breakfasts, began a 99-cent breakfast burrito promotion in June.

Taco Bell will roll breakfasts market by market, hoping to spread the menu through the system by early-summer 1992. President and CEO John Martin says Taco Bell expects breakfast to contribute 25% to its total sales within about two years.

—Brian Quinton

PIZZA HUT FRANCHISEE WANTS TO SWITCH SODAS AND CEOs

Five years of sniping between Pizza Hut and one of its largest franchisees took an odd twist recently when Arturo Torres, president of Pizza Management Inc., San Antonio, announced his 240 stores would replace Pepsi-Cola soft drinks with Coke.

Torres ascribed the switch to the "distinct technological and service advantages" of the rival soft-drink company. But observers say it stems from his legal battle with PepsiCo, parent to Pizza Hut, Wichita, Kan.

A Pizza Hut spokesman said that franchisees are not contractually obliged to buy Pepsi soft drinks.

Torres' squabble with Pizza Hut began when the No. 1 pizza company blocked his 1986 attempt to take PMI public. Torres sued; Pizza Hut countersued, alleging that PMI was late with a royalty payment.

Torres says PepsiCo actually has targeted his units for company takeover, under the pretext that the abortive public offering was a violation of his franchise agreement. Since he opened his first Pizza Hut in 1966 and founded PMI in 1975, Torres says, he is exempt from terms set up after PepsiCo bought Pizza Hut in 1977.

Lawsuits not withstanding, most of the recent action has occurred outside the courtroom. Last April, Pizza Hut refused to let PMI open a unit in the Olympic Village at Barcelona in 1992.

In late September, Torres took out full-page ads in several major metropolitan papers. Under the headline, "You Got the Wrong One Pepsi Uh Huh," Torres vowed to resist PepsiCo.

After the Pizza Hut franchisee convention in Atlanta last October, Torres used PMI's newsletter to call for replacing President and CEO Steve Reinemund.

Pizza Hut's only response at press time was to announce its newest franchise: La Raza Inc., owned by Eugene and Yolanda Camarena, with 12 units near Amarillo, Texas. *—B.Q.*

TAKE NOTE

In the Aug. 21 issue, the article "Chains Flock to Franchising" (p. 73) omitted Little Caesar Enterprises from the top 20 franchisors. The Detroit-based chain has 2,311 domestic franchises and 67 outside the United States.

ACTION EXPRESS

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For more information on the products advertised and featured in this issue, circle the number indicated on the Reader Service Card.

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Ideas: "Design," p. 69, Aumiller/Youngquist.
Food: "Menu Ideas," p. 92, 105, Idaho Potato Commission; p. 101, Basic American Foods; p. 103, The Potato Board.
Product Know-How: "Menu Merchandising," p. 106, American Spice Trade Association.

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